

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 00399 120227Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
-----120230Z 011776 /63
R 120209Z JAN 77
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 4654

UNCLAS TOKYO 0399

FOR OIM/WELCH

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: FY'77 TRADE CENTER SCHEDULE

REF: USDOC 21394

1. EMBASSY/TC HAVE EXPLORED FOLLOWING THEMES FOR BSP/JEEP AS
SUBSTITUTE FOR CANCELLED MAY 1977 EXHIBITION: A) AUDIO EQUIPMENT:
TC HAS BEEN APPROACHED BY TWO LEADING DISTRIBUTORS OF U.S. SOUND
EQUIPMENT WHO ORGE TC PROMOTION THIS THEME. EMBASSY ANALYSIS
SUPPORTS
FEASIBILITY HOLDING BSP EVEN THOUGH UNIVERSE IS LIMITED TO ABOUT 13
FIRMS. MARKET FOR HIGH QUALITY U.S. AUDIO EQUIPMENT APPEARS GOOD.
B) RECREATION AND LEISURE EQUIPMENT: GROWING MARKET FOR
RECREATIONAL
MATERIALS DUE TO AFFLUENT JAPANESE' DESIRE TO IMPROVE QUALITY OF LIFE
MAKES THIS PROMISING THEME.
2. TC PROPOSES MOVE MULTI-COMPANY BSP IN FOOD PACKAGING AND PROCESS-
ING FROM EARLY JUNE TO MAY WITH EARLY JUNE BSP/JEEP IN ONE OF ABOVE
THEMES. PLEASE PROVIDE OIM VIEWS ON EACH OF THESE
PRODUCT CATEGORIES AND ADVISE DEGREE OF SUPPORT OIM ABLE TO PROVIDE
IN MOUNTING JEEP.

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3. SUCCESSFUL BSPWXJEEP CANNOT BE STAGED IN AUGUST DUE TO
EXTREMELY LOW LEVEL BUSINESS ACTIVITY DURING THAT HOLIDAY
MONTH.
HODGSON

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 12-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Review Exemptions: n/a
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Review Withdrawn Fields: n/a
SAS ID: 3611076
Secure: OPEN
Status: NATIVE
Subject: FY\77 TRADE CENTER SCHEDULE
TAGS: BEXP, JA
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